

ABSTRACT OF THE DISCLOSURE

In accordance with a level of importance of a character, a weight is provided for the character. For example, a character operated by a player is provided with a weight heavier than those provided for other characters, and other characters are provided with the respective weights lighter than that provided for the character operated by the player. Based on the weights and positions of the characters placed in a predetermined area, a position of a sight point of a virtual camera is determined. Thus, it is possible to generate a display image in which a plurality of characters in a virtual space are placed on a screen in a balanced manner.